

Central Hollywood Coalition  
A Non-Profit Corporation  
1680 Vine Street, Suite 216 – Hollywood, CA. 90028  
MINUTES  
January 13, 2009  
Board of Directors Meeting  
Los Angeles Film School  
6353 Sunset Blvd., Hollywood, CA. 90028

**Officers and Directors Present**

(Sign in sheet attached to these minutes as Appendix A)

Dirk Degraeve, President, Paramount Contractors  
Duke Gallagher, Secretary/Treasurer, The Production Group  
Carol Massie, Assistant Secretary/Treasurer, McDonald's Restaurants  
George Abou-Daoud, Bowery Street Enterprises  
Richard Falzone, Off Vine Restaurant  
Brian Folb, Paramount Contractors  
Ryan Harter, CIM Group  
Father Michael Mandala, Blessed Sacrament Church  
Michael Pogorzelski, Academy of Motion Picture Arts and Sciences  
Fred Rosenthal, Ametron

**Absent**

Craig Donahue, Vice President, The Donahue Group  
Brent Gaulke, Gerding Edlen  
Darcy Judd, Robertson Properties Group

**Consultants**

Kerry Morrison, Hollywood Property Owners Alliance  
Sarah MacPherson, Hollywood Property Owners Alliance  
Joseph Mariani Jr., Hollywood Property Owners Alliance  
Bill Farrar, Andrews International Security  
Steve Seyler, Andrews International Security

**Guests**

Stuart Falk, Thomas Safran and Associates (6222 Fountain Ave.)  
Lillian Kuo, Broadreach Capital  
Travis Serpa, Space 15Twenty  
Robin Choi, Wells Fargo Bank  
Peter Papas, Wells Fargo Bank  
Shiva Monify, Commercial Real Estate Advisors

**1. Call to Order**

The meeting was called to order by Board President Dirk Degraeve at 4:15 P.M.

## **2. Public Comment**

Robin Choi introduced himself to the board as the new branch manager for the Wells Fargo bank at Sunset and Vine. Shiva Monify informed the board of a property that is for sale in Santa Monica. Monify asked that if board members had any questions to please contact her directly.

## **3. Approval of Board Minutes**

**It was moved by Carol Massie, seconded by Duke Gallagher and CARRIED to approve the Minutes from December 9, 2008. Unanimously approved.**

## **4. Treasurer's Report**

**A. Treasurer's Report:** Duke Gallagher informed the board that he had paid some invoices he received prior to the end of the 2008 year. That being the case, Gallagher asked the board to notice that the rollover from 2008 was slightly lower than originally anticipated. However, the board would still be operating in 2009 with the expected budget of around \$1,564,131.

**It was moved by Fr. Michael Mandala, seconded by Brian Folb and CARRIED to approve the Treasurer's Report from December 31, 2008. Unanimously approved.**

## **5. Committee and Program Reports**

### **A. Streetscape Committee**

1. Status Report: MacPherson informed the board that Jeff Briggs had reviewed the new Streetscape contract and had made some minor revisions to it, which were later approved by Clean Street. MacPherson then reviewed with the board the scope of work for the contract and the various zones of benefit within the BID and their pressure washing schedules. A three year contract was agreed on by Clean Street. The company also agreed to provide the BID with \$12,000 in extra hours of pressure washing for each year to be used at the board's discretion.

2. Purchase of SVBID Logo Plaques for Trash Receptacles: MacPherson had noticed the other day that the Sunset and Vine trash receptacles are in need of new logo plaques. Since there are not too many available in the staff's inventory currently, MacPherson obtained a quote from ABC Press to print 100 more plaques for the receptacles at a cost not to exceed \$1,182.

**It was moved by Michael Pogorzelski, seconded by Duke Gallagher and CARRIED to approve the purchase of 100 Sunset and Vine BID logo plaques for the trash receptacles within the district at a cost not to exceed \$1,182. Unanimously approved.**

## **B. Security Committee**

1. Video Surveillance Camera: Joe Mariani informed the board that progress is continuing to be made regarding the installation of the Sunset and Cahuenga camera. Mariani had received word from Metro Video that they are looking at finishing the camera's installation during the week of January 19, 2009. Mariani had also received an invoice for half of the installation cost, which he forwarded to Gallagher for review. Mariani will continue to keep the board informed of the camera's progress.

2. 2008 Summary Report from Andrews International: Steve Seyler reviewed with the board the Andrews end of the year report for 2008. Seyler mentioned some notable arrests that occurred over the last year within the BID, and also informed the board of many successful cases of working with Homeless Service Providers in the area to help several homeless individuals in the BID secure necessary help or shelter over the past year. Seyler assured the board that in the New Year Andrews will continue to work with various agencies in the community and the LAPD to continue their efforts in Hollywood. The board thanked Seyler and Andrews for all their hard work over the last two years.

## **C. Marketing and Communications**

1. Update on Fashion Week Developments: Kerry Morrison reported, on behalf of Katie Zandona, that Fashion Week organizers are still currently searching for a possible venue in Hollywood. However, there will be an official announcement during the LA Fashion Awards on March 15, 2009 that Fashion Week will be moving to Hollywood in 2009.

2. Update on NavigateHollywood.com Launch: Morrison informed the board that Council President Eric Garcetti would be officially announcing the website's launch at his State of Hollywood luncheon on Thursday, January 29, 2009.

3. Report on Meeting with Emerson College: George Abou-Daoud gave an update to the board on the proposed project at the southeast corner of Sunset Boulevard and Gordon Street. The project's early rendering depicts a school with an on site dormitory. The architecture firm for the project is Morphosus, and the expected completion date of phase one is scheduled in 2010.

4. Additions to SVBID website: Katie Zandona is currently working on some revisions to the Sunset and Vine BID website and is hoping to obtain some website statistics to report on at the board's next meeting.

## **D. Nominating Committee**

1. Election of Recommended Slate of Directors, to serve for either one or two year terms: Fr. Mandala presented the recommended slate of directors for the Central Hollywood Coalition Board of Directors who would begin their terms at the Board's February 2009 meeting:

Craig Donahue, The Donahue Group  
Richard Falzone, Off Vine Restaurant

Brian Folb, Paramount Contractors & Developers  
Duke Gallagher, The Production Group  
Brent Gaulke, Gerding Edlen  
Ryan Harter, CIM Group  
Lillian Kuo, Broadreach Capital Partners, LLC  
Michael Mandala, SJ, Blessed Sacrament Church  
Carol Massie, McDonald's Vine Street  
Michael Pogorzelski, AMPAS  
Rouben Rapelian, Sunset Bronson Studios  
Fred Rosenthal, Ametron  
Travis Serpa, Space 1520  
Nick Spanpanato, Live Nation/Palladium

It was noted that Shake Bakalyan had submitted her resignation as she had been transferred out of Hollywood to manage another branch. Her seat will be treated as a vacancy and can be filled by the board at a future time.

Fr. Mandala let the board know that officers would also be elected at the board's February 2009 meeting. Those candidates interested in becoming an officer should email their names or nominations to Fr. Mandala no later than Friday, January 30, 2009.

**It was moved by Richard Falzone, seconded by Fred Rosenthal and CARRIED to approve the recommended Slate of Directors for the Central Hollywood Coalition Board of Directors. Unanimously approved.**

2. Determination of Staggered Terms for Board of Directors: Following the election of directors, board members drew straws to determine the length of their term on the CHC Board of Directors. HPOA staff drew straws for those new elected directors who were not present. The assigned terms will expire as follows:

Craig Donahue, The Donahue Group, 2011  
Richard Falzone, Off Vine Restaurant, 2011  
Brian Folb, Paramount Contractors & Developers, 2011  
Duke Gallagher, The Production Group, 2010  
Brent Gaulke, Gerding Edlen, 2010  
Ryan Harter, CIM Group, 2010  
Lillian Kuo, Broadreach Capital Partners, LLC, 2011  
Michael Mandala, SJ, Blessed Sacrament Church, 2011  
Carol Massie, McDonald's Vine Street, 2011  
Michael Pogorzelski, AMPAS, 2010  
Rouben Rapelian, Sunset Bronson Studios, 2011  
Fred Rosenthal, Ametron, 2010  
Travis Serpa, Space 1520, 2010  
Nick Spanpanato, Live Nation/Palladium, 2011  
Open Seat, 2010

**It was moved by Carol Massie, seconded by Fred Rosenthal and CARRIED to approve the proposed term lengths for the CHC Board of Directors. Unanimously approved.**

## **6. New Business**

**A. Update on Adjustments submitted to City Clerk's Office:** MacPherson reported the following in regards to the listed properties and their adjusted assessments:

1. Hollywood Fountain South (6222 Fountain Ave.): A new assessment has been calculated using only the building's commercial building square footage, existing lot size and existing front footage, and has been submitted to the City Clerk for review and approval.
2. Helen Bernstein High School: HPOA staff is working with Willdan Financial to try and secure new parcel data in order to calculate the properties new assessment.
3. 1468 Tamarind: The parcel recently had the building located on site demolished, so a new assessment was submitted to the County based only on the parcel's size and front footage, with building square footage at zero.

## **7. Report from Kerry Morrison**

**A. Review/Approval proposed Policy Governing Deadlines for Submission of Assessment Roll Adjustments:** The City Clerk's office will now allow for BIDs to submit changes in assessments (due to demolitions or new square footage) after the June 1 deadline, when the assessment roll for the subsequent year is typically prepared. The staff had prepared a recommended "cut-off" date beyond which assessment charges would not be manually submitted to the city clerk. The recommended cut-off date is March 1. As an example, Bernstein H.S. was not included in the June 1, 2008 assessment roll prepared for the 2008-2009 tax bill. However, since the school opened in September 2008, it could be manually billed. Conversely, the Technicolor Building will likely not have a certificate of occupancy in place by March 1, 2009, and will not be manually billed for any services it might receive during 2009.

**It was moved by Ryan Harter, seconded by Carol Massie and CARRIED to establish that the final date to submit parcel square footage changes for the assessment roll would be March 1st of every year. Unanimously approved.**

**B. Review/Approve Change Order to HPOA-CHC 2009 Management Agreement:** Morrison presented the change order and informed the board that the agreement was approved at the HPOA's December 2008 Board Meeting.

**It was moved by Duke Gallagher, seconded by Richard Falzone and CARRIED to approve the HPOA-CHC 2009 Management Agreement for \$144,000 per year. Unanimously approved.**

**C. Report on issues related to homelessness in Hollywood:** Morrison reported that the HPOA conducted another successful field trip to Step up On Second with CHC and HPOA board members last month. In addition to this Morrison asked that board members interested in taking part in this month's January 29, 2009 LAHSA homeless count should sign up to volunteer at [www.lahsa.org/hc09](http://www.lahsa.org/hc09). Finally, Morrison presented a power point that presents a case study of a chronically homeless individual in the twin-BID area that suffers from schizophrenia. She pointed out that there are very limited resources to aid mentally ill homeless adults.

#### **8. Executive Session**

The board went into Executive Session at 5:50 P.M. and resumed session at 6:05 P.M.

#### **9. Next Meeting**

The next meeting was scheduled for Tuesday, February 10, 2009 at 4:00 P.M. at the Los Angeles Film School (6353 Sunset Blvd., Los Angeles, CA. 90028).

#### **10. Adjournment**

There being no further business the meeting was adjourned by Board President Dirk Degraeve at 6:05 P.M.